FARMERS MARKET PACKAGING





The aim of the research is the creation of a packaging system for the so-called "farmers markets". The solution consists in a bag obtained from the combination of two layers: one, external, made in recycled paper and the other, internal, made in mater-bi (a compostable bio-plastic). The identity of the bag is then declined according to the four seasons: each paper layer has on its surface a different painting by G. F. Millet (one per season) and each mater-bi layer is characterized by a specific colour; the adding of a label with specific information and pictograms related to the content, is used to close each bag. In other words, the packaging system uses two different communication registries: one more emotional recalling rough and traditional materials, colours and images; the other, more informative, of the label and its graphical structure.

Properties list:

information about content
hand-made
eco-friendly
end-user packaging
information accessibility
range of products
system of graphical components
fruit and vegetables
concept
labels and sleeves
cardboard and paper
bio plastics
sachet
shopping bag
instruction through pictograms
photo to evoke
identity by photo

Reference:

Credits:

Country: Italy Year: 2008

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

Student: Chiara Cacciani

Other images:







